PRESS RELEASE

YUUZOO ACQUIRES DATA OF OVER 5 MILLION ACTIVE GAMERS FROM SANDBOX, A LEADING GLOBAL SOCIAL GAMING COMPANY

Highlights:

- Acquisition of registered user base of over 5 million gamers from Sandbox Global Company Limited ("**Sandbox**")
- Predominantly female user base with higher e-commerce average global annual revenue per user[1] ("**ARPU**")

Singapore, 10th November 2014: Singapore-listed YuuZoo Corporation Limited ("**YuuZoo**") (SGX: **AFC**), a leading global 3rd generation social e-commerce company is pleased to announce the acquisition of Sandbox's (www.sandbox.com) registered user base of over 5 million users at a very attractive price of US$0.10 per registered user**.** In a recent article on International Business Times[2], it states that the average value per user for the four leading listed social media companies was more than 1000 times higher at US$101.10.

According to Deloitte & Touché, global average advertising ARPU is around US$4. E-commerce ARPU in top markets of Europe reaches over US$1,000[3], while gaming ARPU in e.g. Korea is over US$60[4]. 5 million new global users, therefore, have the potential to generate significant new revenue for YuuZoo.

The acquisition comes hot on the heels of the recent launch of Honey Snatch, a new mobile game developed jointly by YuuZoo and Sandbox, and launched initially on iOS.

YuuZoo will engage the new user base of over 5 million users by marketing to them YuuZoo's highly targeted and mobile-optimized social e-commerce networks, shops and games. Marketing will be targeted based on user interests, profiles and demographics. YuuZoo's social networks have shown a very high average visit time of 50 minutes, enabling significant interaction with the consumers in e-commerce and targeted advertising.

The user base of Sandbox is 97% female, and originates from the launch of its highly successful "Stylista" fashion game.

Thomas Zilliacus, Chairman and Chief Executive Officer, YuuZoo said, "YuuZoo's networks have traditionally been more male-dominated. By leveraging on Sandbox's profile of registered users, we will be able to target the female consumers of social

[1] Source: http://www.practicalecommerce.com/articles/3222-Behavioral-Differences-Between-Men-and-Women-Influence-Shopping
[2] Source: http://au.ibtimes.com/articles/557097/20140626/average-value-top-4-social-media-sites.htm
[3] Source: Europe B2C Ecommerce Report 2014 (http://www.ecommerce-europe.eu/)
[4] Source: http://www.statista.com/statistics/275371/mobile-content-and-app-arpu-in-south-korea-by-category/

networking, e-commerce and games who are generally more active and from a revenue perspective, more attractive. The user base will be offered social networks, e-commerce and games based on their demographics through YuuZoo's unique targeted social media offering. We are confident that the new registered users can generate increased traffic and active usage which translates to higher revenue."

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For more information, please contact:

Media Relations
Aru Adil Sayed
Head of Corporate Communications
DDI: +65-6577 0666
Mobile: +65-94249757
Email: aru.sayed@yuuzoo.com

Investor Relations
Sabrina Tay
Head of Investor Relations
DDI: +65-6577 0667
Mobile: +65-9833 5833
Email: sabrina.tay@yuuzoo.com

ABOUT YUUZOO®:

Listed on the SGX mainboard (SGX: AFC), with access to over 65 million registered users, 700 million TV viewers and 80 million followers in 164 countries, YuuZoo has created a globally unique and profitable new business model in social media. Social networking, e-commerce and gaming is offered to consumers in a mobile-optimized virtual shopping mall, where they can access hundreds of targeted social networks, shops and entertainment through one single login. The company grows internationally through a profitable franchise model. All networks are localized for each market in language, merchandise and design. To see the networks, log into: www.yuuzoo.com. For more information about the company, please log onto: www.yuucorp.com.

Macquarie Capital (Singapore) Pte. Limited ("Macquarie") was the financial adviser to W Corporation Limited (now known as YuuZoo Corporation Limited) in relation to the acquisition of the entire issued and paid-up share capital of YuuZoo Corporation and its subsidiaries.